



2015 *ShapingNJ* Healthy Communities Grant Project

A Highlight of Community Accomplishments

April 2016



MONTCLAIR STATE
UNIVERSITY

Center for Research and Evaluation
on Education and Human Services

Submitted to:

Peri Nearon, New Jersey Department of Health

Sharon Johnson-Hakim, Center for Population Health Sciences, Atlantic Health System

Kathy Smith, Partners for Health

Submitted by:

Center for Research and Evaluation on Education and Human Services (CREEHS) at Montclair State University

Eden N. Kyse, Ph.D., Director

Erin M. Bunger, MPH, Senior Research Associate

Lina M. Acosta, MPH, Research Associate

Acknowledgements

The authors wish to acknowledge the following for their guidance and/or contributions:

- Staff from the New Jersey Department of Health, including Peri Nearon and Uta Steinhauser;
- Staff from the Atlantic Health System, including Sharon Johnson-Hakim and Ashley Anglin;
- Staff from the New Jersey YMCA State Alliance and the New Jersey Partnership for Healthy Kids, including Bill Lovett, Anita Bennison and Darrin Anderson;
- Staff from the Partners for Health Foundation, including Pam Scott and Kathy Smith;
- America Walks, National Coalition Director Kate Kraft;
- Healthy Communities consultant, Janet Heroux; and
- CREEHS staff, including Senior Research Associate, Rebecca Swann-Jackson, Research Assistant Margaret Nicholas-Alexander and Graduate Assistants Sivuyisiwe Wonci, Maria Straface and Meghan Butler.

Cover Photo Source

2015 Grantee, Lincoln Park, New Jersey

About CREEHS

The **vision** of CREEHS is *to be a value-added partner to our clients in the planning, strengthening and sustaining of the services they provide for the health, education and well-being of individuals and their communities.*

The **mission** of CREEHS is *to empower and enable professionals to plan and evaluate programs that best serve the broader community and improve people's lives. CREEHS fulfills this mission by conducting high quality program evaluations, applying innovative and collaborative techniques to bridge the gap between research and practice. This includes building capacity and providing hands-on learning to individuals who serve or will serve the community.*

Supported by funding from



2015 *SHAPINGNJ* HEALTHY COMMUNITIES GRANT PROJECT A HIGHLIGHT OF COMMUNITY ACCOMPLISHMENTS

INTRODUCTION

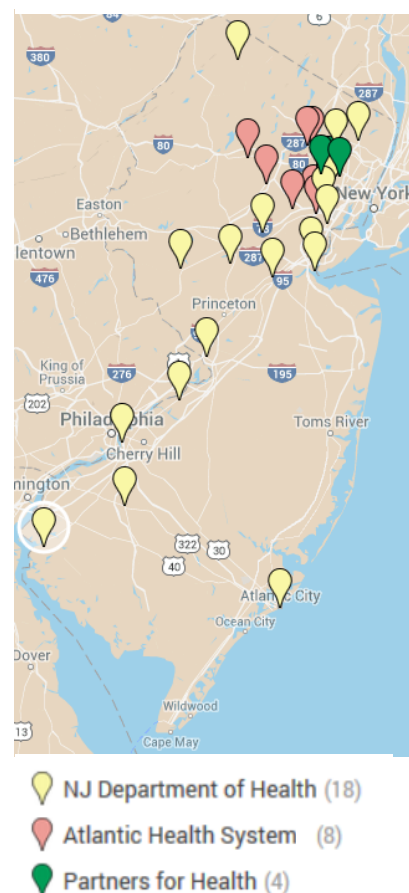
To address Healthy New Jersey 2020 goals of reducing chronic disease and obesity in the State of New Jersey, the New Jersey Department of Health, the Atlantic Health System and the Partners for Health Foundation together funded a micro-grant initiative to improve access to healthy eating and active living. The New Jersey YMCA State Alliance also provided the initiative with in-kind support through project coordination and technical assistance.

SHAPINGNJ HEALTHY COMMUNITIES GRANT PROJECT

The *ShapingNJ* Healthy Communities Grant Project began in 2010. Ten not-for-profit organizations and local health departments in New Jersey received awards to complete projects in their communities that make it easier for residents to eat healthfully and live actively in their community. The project expanded to include 18 grantees in 2013, 32 grantees in 2014 and 30 grantees in 2015.

In 2015, grantees each received funding and a package of technical assistance with which to implement their local projects over the course of eight months. Most grantees implemented one food and nutrition-related strategy and one physical activity-related strategy in their community. Grantees also posted updates on their project progress on a monthly blog on the [ShapingNJ WordPress Site](#).

Figure 1. Map of 2015
ShapingNJ Healthy
Communities grantees by
funder



*Due to the close proximity of some communities, not all will be visible on the map.

SUMMARY OF FINDINGS

The project funders contracted with the Center for Research and Evaluation on Education and Human Services (CREEHS) at Montclair State University to evaluate the implementation and accomplishments of the project.

The primary purpose of this evaluation was to identify strengths and areas for improvement as well as assess the impact of the *ShapingNJ* Healthy Communities Grant project. A full description of the evaluation methods and results can be found in a companion report, *2015 ShapingNJ Healthy Communities Grant Report of Findings*.

EVALUATION KEY FINDINGS

- Of the 30 grantees that participated in the 2015 *ShapingNJ* Healthy Communities Grant initiative, 27 implemented a project that addressed healthy nutrition or healthy eating access.
 - ◇ 60.0% of survey respondents reported making progress toward or changing healthy nutrition access policies in their communities.
 - ◇ 80.0% of survey respondents reported making progress toward or changing or the environment around healthy nutrition access.
- 29 of the 30 grantees implemented a project that addressed accessing opportunities for active living.¹
 - ◇ 51.8% of survey respondents reported making progress toward or changing active living policies in their communities.
 - ◇ 74.1% of survey respondents reported making progress toward or changing or the environment around active living.

“One of the restaurant owners is now providing healthy juices and healthy food to one or two schools here in town. This is a major change since there was no[t] healthy food available for kids here in town before.”
- Grantee

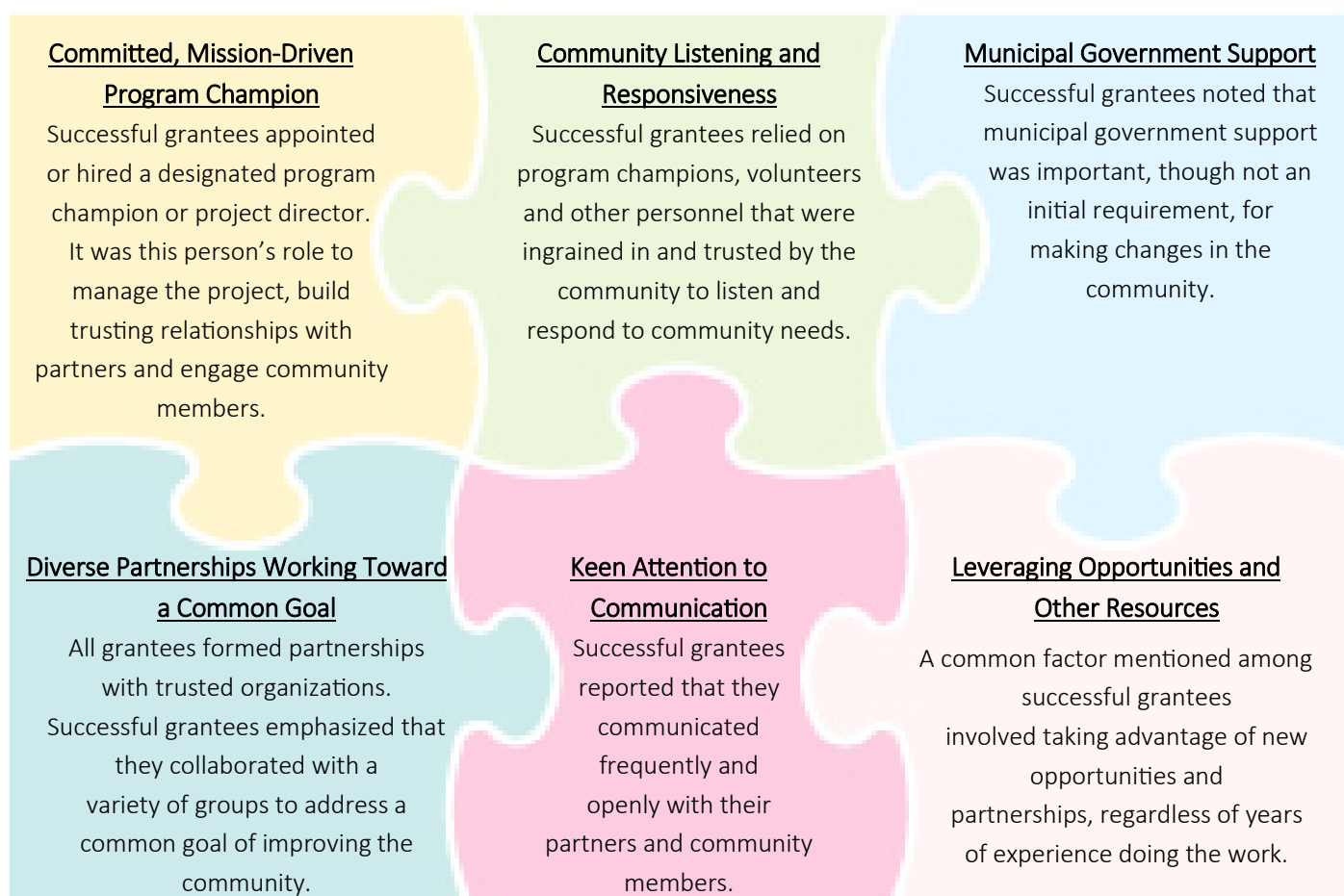
“The usage of the trails is up a lot and people knowing about the trails is up a lot...everybody who has worked on the trails feels kind of an ownership and interest in the trails now. They’re using them, they’re publicizing them. It’s really just an incredible boom to the trails.”
- Grantee

¹ In some cases and as determined by the funder, grantees implemented either a food and nutrition-relation related strategy or a physical activity strategy. As a result, the number of projects implemented may not equal the number of the grantees. This does not indicate that any grantees failed to implement their awarded projects, but rather it documents the efforts of the grantees.

- Some grantees positioned their *ShapingNJ* Healthy Communities grant project within the context of a more integrated, comprehensive and evolving community development process. For example, they shifted from implementing a Play Streets initiative with local partners to coordinating a community-wide initiative in collaboration with partners that identifies a series of activities to improve the community.

These grantees shared the characteristics depicted below (Figure 2).

Figure 2. Shared characteristics of successful grantees



HOW TO USE THIS REPORT

This report provides an at-a-glance summary of the projects completed by the 30 organizations and agencies that participated in the 2015 *ShapingNJ* Healthy Communities Grant Project.

These one-page summaries were populated using information from the [ShapingNJ WordPress Site](#) and technical assistance meetings convened throughout the project. They are **not** designed to be a full list of all of the outcomes, changes and accomplishments of the grantee organization; rather, the summaries are brief snapshot of the grantee organization, the project they completed and one or two accomplishments as determined from existing data. As a result, it is possible that these summaries may not highlight what the grantees would identify as the key outcomes or successes of the projects.

Together, the snapshots provide an overview of who completed the projects, where these projects occurred, how they were completed, what the projects accomplished and for whom this and future projects like it may benefit.

Bergen County Technical School

Paramus

Grantee organization

Location of the grant project

During 2015, Bergen County Technical School created a community garden to increase access to healthy eating and active living in Paramus. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating Partners included those from the following sectors:

- Colleges/Universities
- Community-Based Non-Profits
- County Government
- Schools
- Volunteers

Summary of the project

List of the type of partners the grantee organization collaborated with during the project

Project Accomplishments

Through word of mouth and referrals, Bergen County Technical School formed multiple partnerships. The partners' proven expertise and commitment to the garden made it possible for one raised bed to be constructed and installed.

The garden provided fresh herbs and vegetables for the program's culinary students. High school students volunteered to take care of the garden and bring it to fruition.

One or two accomplishments or bright spots from the project

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.

Category	Paramus	Bergen County	New Jersey
Poverty	4%	10%	10%
ALICE	18%	25%	25%
Above ALICE	78%	65%	65%

Percentages of households in the grantee community that a) live below the Federal Poverty Level and b) live below the basic cost of living (i.e., Asset Limited, Income Constrained, Employed [ALICE]) (see page 7).

SOCIOECONOMIC STATUS AND ALICE

WHAT IS ALICE?

Asset limited, Income Constrained, Employed (ALICE) is an indicator developed by the United Way that measures the percentage of households in a community with an income that is above the Federal Poverty Level but below the amount needed to afford the basic necessities of housing, child care, food, health care and transportation.²

WHY IS ALICE INCLUDED IN THIS REPORT?

ALICE is being used in this report as a measure of community socioeconomic status (e.g., annual income, highest level of education obtained and occupation). It provides context about the grantee community and the ability of its residents to afford everyday necessities.

This context matters for eating healthfully and living actively.

People living in lower income communities—which include many minority or rural communities—have higher rates of obesity, diabetes, heart disease and other obesity-related illnesses than other communities.

Although there are many reasons that these health disparities exist, a major factor is that low-income people live in less healthy environments.^{3,4} Fear of violence or dilapidated facilities make being physically active more difficult. Neighborhoods that lack grocery stores selling affordable fresh fruits and vegetables make it difficult for residents' to choose and afford healthy food.⁵

It is important to note that other measures can be used to provide a more comprehensive description of each community's need as it relates to eating healthfully and living actively. Further, as each community has a group of residents that are either living below the Federal Poverty Line or having trouble paying for basic needs, this indicator highlights the segment of the community's population that may particularly benefit from projects like the 2015 *ShapingNJ* Healthy Communities Grant Project.

2 United Way of Northern NJ (2014). ALICE New Jersey: Study of Financial Hardship. Retrieved from http://www.unitedwaynnj.org/ourwork/alice_nj.php

3 Godbey, G. (2009, April). Outdoor recreation, health, and wellness: Understanding and enhancing the relationship. *Resources for the Future*. Retrieved from <http://www.rff.org/documents/RFF-DP-09-21.pdf>

4 Gordon-Larsen, P., Nelson, M.C., Page, P. & Popkin, B.O. (2006). Inequality in the built environment underlies key health disparities in physical activity and obesity. *Pediatrics*, 117 (2), 417-425.

5 *ShapingNJ* Healthy Communities Grant Request for Applications (2014).

Bergen County Technical School

Paramus

During 2015, Bergen County Technical School created a community garden to increase access to healthy eating and active living in Paramus. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating Partners included those from the following sectors:

- Colleges/Universities
- Community-Based Non-Profits
- County Government
- Schools
- Volunteers



Project Accomplishments



Through word of mouth and referrals, Bergen County Technical School formed multiple partnerships. The partners' proven expertise and commitment to the garden made it possible for one raised bed to be constructed and installed.

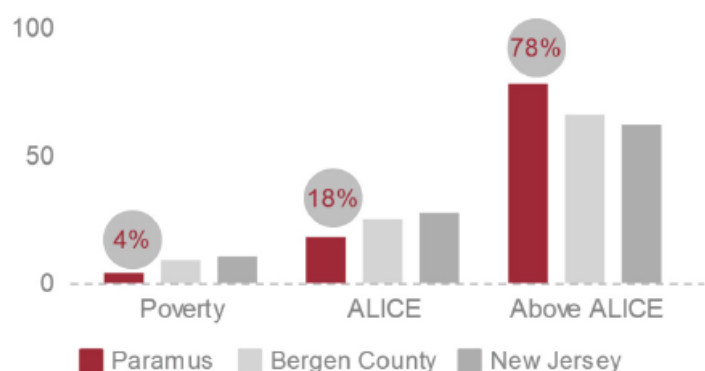


The garden provided fresh herbs and vegetables for the program's culinary students. High school students volunteered to take care of the garden and bring it to fruition.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

Bike & Walk Montclair

Montclair Historical Society

Montclair

During 2015, Bike & Walk Montclair and the Montclair Historical Society completed a Safe Routes to School program and worked with farmer's markets to increase access to healthy eating and active living in Montclair. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating Partners included those from the following sectors:

- Colleges/Universities
- Community-Based Non-Profits
- Municipal Government
- Schools
- Volunteers



Project Accomplishments



The mobile farm stand provided residents the opportunity to access healthy foods, especially those in affordable housing communities and senior residences.

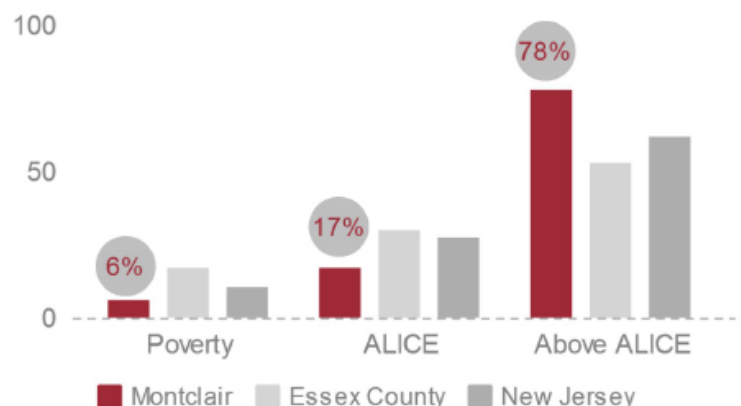


Two schools completed Safe Routes to School programs. Participation in pop-up bike lanes doubled due to word of mouth and interest in the community.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

Bloomfield

Department of Health

Bloomfield

During 2015, the Bloomfield Department of Health completed a Take the Stairs initiative, installed walking paths and bikes racks, completed a Healthy Corner Store Initiative and improved organizational wellness policies to increase access to healthy eating and active living in Bloomfield. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating Partners included those from the following sectors:

- Businesses
- Colleges/Universities
- Community-Based Non-Profits
- Municipal Government
- Schools



Project Accomplishments



Two stores adjacent to the elementary schools participated in the Healthy Corner Store Initiative. The stores displayed signs near the healthier options. The schools distributed flyers to students and parents highlighting that the stores were selling healthy food and beverage options.

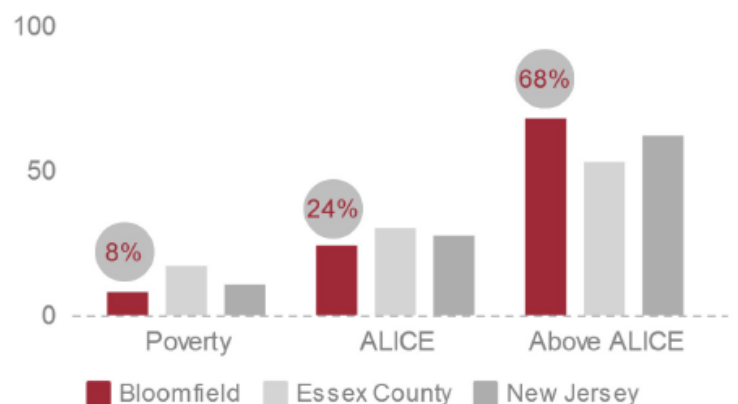


A Take the Stairs campaign began in Municipal Hall to promote stair usage. Photos of historical Bloomfield were provided by the Historical Society to beautify the staircase and encourage stair use.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

Borough of National Park

National Park

During 2015, the Borough of National Park completed a Safe Routes to School program and created a community garden to increase access to healthy eating and active living in National Park. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating Partners included those from the following sectors:

- Coalitions/Partnerships
- Colleges/Universities
- Community-Based Non-Profits
- County Government
- Municipal Government
- Volunteers



Project Accomplishments



The Borough donated a parking lot located across the street from a school to be used as a community garden. The elementary school and public school association made a \$5,000 donation to the garden.

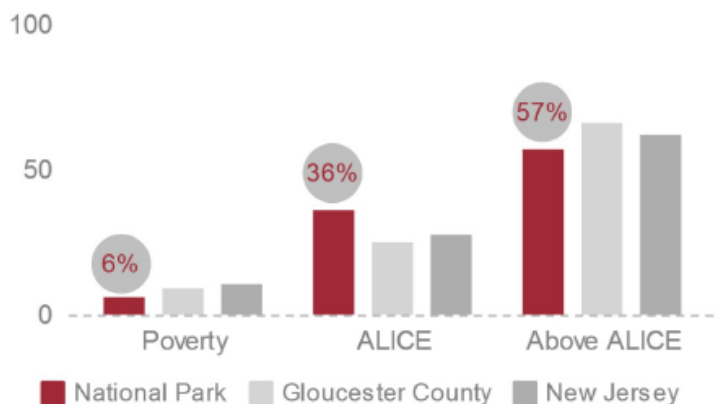


All students in the school planted seedlings that were transferred to the community garden. The farm stand opened every Saturday during the summer to sell produce. Seven families in the community received free produce.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

Burlington County Community Action Head Start

Burlington County

During 2015, Burlington County Community Action Head Start developed organization-wide healthy food and nutrition policies (including breastfeeding) and improved places for physical activity to increase access to healthy eating and active living in Burlington County. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating Partners included those from the following sectors:

- Businesses
- Colleges/Universities
- Community-Based Non-Profits
- County Government
- Early Childhood Education
- Healthcare
- Municipal Government
- Other
- Volunteers



Project Accomplishments

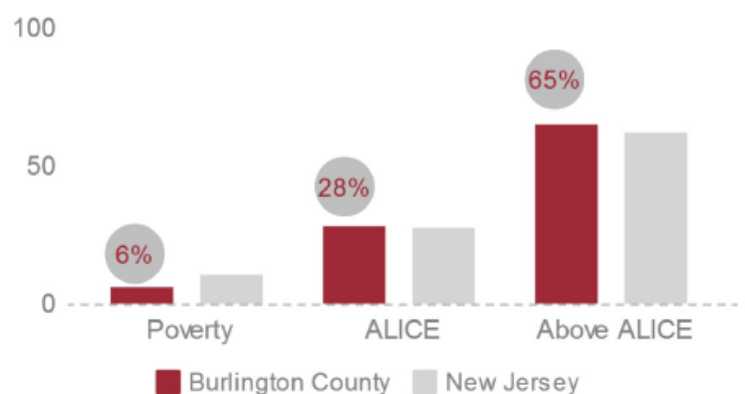


Over 200 people attended the Annual Burlington County Community Action Program (BCCAP) Health, Wellness, Nutrition and Fitness Day. The day included many activities such as a 1 mile walk, a Zumba class, and a home gardening session with a Master Gardener and American Heart Association. Participants were given a free plant for their garden.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

Cumberland Cape Atlantic YMCA

Atlantic City

During 2015, Cumberland Cape Atlantic YMCA developed a Healthy Corner Store/Bodega Initiative and integrated the Healthy U program in schools to increase access to healthy eating and active living in Atlantic City. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating Partners included those from the following sectors:

- Businesses
- Coalitions/Partnerships
- Colleges/Universities
- Community-Based Non-Profits
- Municipal Government
- Schools



Project Accomplishments



The Healthy U program expanded from two to three schools. The program integrated lessons about healthy lifestyles with education and health-based programs.

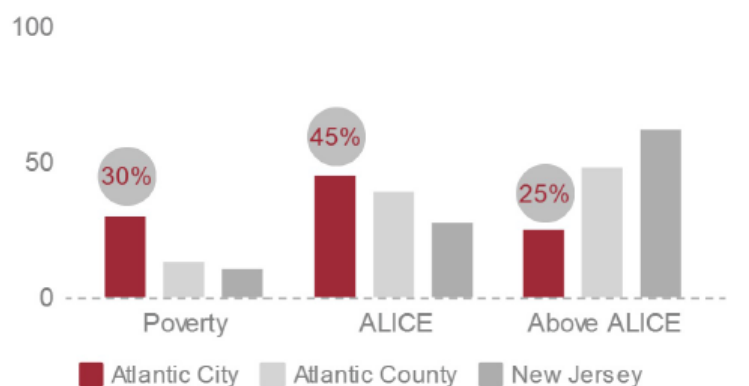


Six corner stores implemented the Food Trust's Healthy Corner Store Initiative to market healthy products and make healthy food and beverages options more available.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

East Orange/Orange Community Development Corporation

East Orange

During 2015, the East Orange/Orange Community Development Corporation worked on a Healthy Corner Store/Bodega Initiative and marketed healthy products to increase access to healthy eating and active living in East Orange. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating Partners included those from the following sectors:

- Businesses
- Colleges/Universities
- Community-Based Non-Profits
- Faith-Based Organizations
- Municipal Government
- Schools



Project Accomplishments

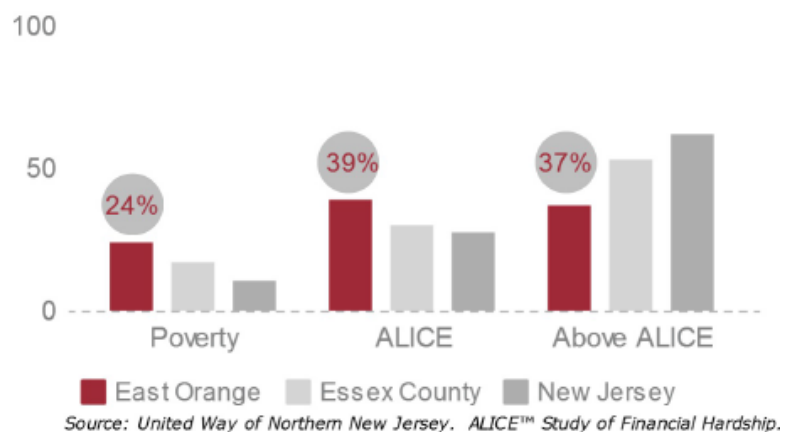


An 8-week nutrition class was offered with 21 active adult participants, which were recruited by collaborating partners. Some participants began volunteering their time at the local food pantry. Children of these adult participants were eligible to enroll in a 6-week Summer Enrichment Program, which included fitness classes.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Family Success Center of New Jersey—Dover

Dover

During 2015, the Family Success Center of New Jersey-Dover conducted a community assessment and a food environment audit to increase access to healthy eating and active living in Dover. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating Partners included those from the following sectors:

- Businesses
- Colleges/Universities
- Community-Based Non-Profits
- County Government
- Early Child Care Education Centers
- Healthcare
- Municipal Government
- Volunteers



Project Accomplishments



More than 300 residents responded to a food environment and physical activity assessment. The results provided insight to the accessibility of healthy food and physical activity in the community.

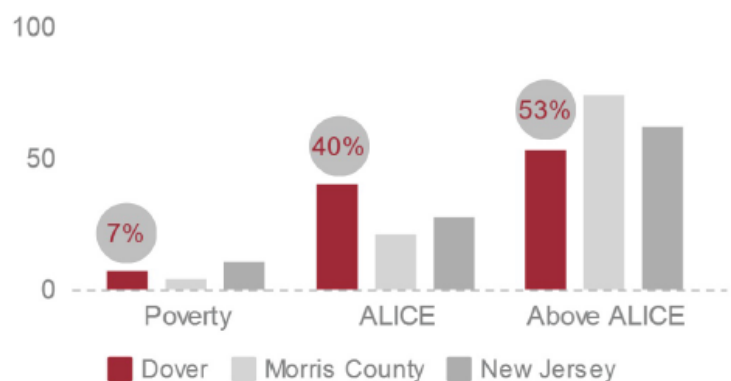


A food handling course was provided for over 100 restaurant owners and staff. The course focused on healthy nutrition to encourage owners to add healthier items to their menus.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

Gateway Family YMCA

Elizabeth

During 2015, the Gateway Family YMCA completed a Healthy Corner Store/Bodega Initiative that marketed healthy products and held Play Streets events to increase access to healthy eating and active living in Elizabeth. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating partners included those from the following sectors:

- Businesses
- Coalitions/Partnerships
- Colleges/Universities
- Community-Based Non-Profits
- County Government
- Faith-Based Organizations
- Healthcare
- Municipal Government



Project Accomplishments



Gateway Family YMCA obtained additional funding from the Robert Wood Johnson Foundation and Food Trust. As a result, they expanded the Play Streets events as well as provided nutrition education, taste testings and equipment to three corner stores.

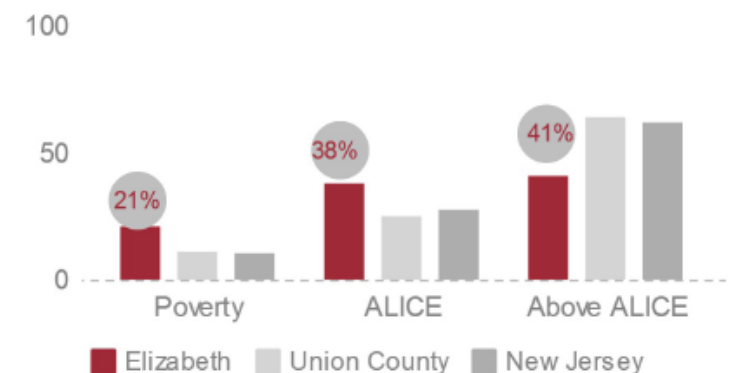


The team also obtained support from the city, including council members, freeholders and community-based organizations to implement Play Streets events.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

Gateway Family YMCA Wellness Center Branch

Union

During 2015, the Gateway Family YMCA—Wellness Center Branch enhanced access to places for physical activity and provided informational materials and outreach activities to increase access to healthy eating and active living in Union. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating Partners included those from the following sectors:

- Coalitions/Partnerships
- Community-Based Non-Profits
- Early Childhood Education
- Municipal Government
- Schools
- Volunteers



Project Accomplishments

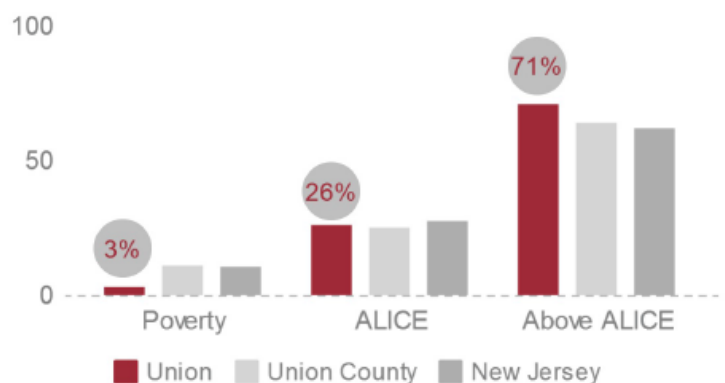


Community members of all ages participated in bicycle-centered events. These events taught residents bicycling skills such as the basics of riding a bicycle (Learn to Ride classes), how to ride a bike safely on the streets (Ride Rodeo), how to fix a flat tire while riding (Fix-a-Flat clinics) and other more in-depth topics (Traffic Skills 101). These classes were also offered at community events, such as street fairs.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

Greater Trenton Area YMCA

Trenton

During 2015, the Greater Trenton YMCA provided new places for physical activity and developed an accessible and affordable farmer's market to increase access to healthy eating and active living in Trenton. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating Partners included those from the following sectors:

- Businesses
- Coalitions/Partnerships
- Colleges/Universities
- Community-Based Non-Profits
- Faith-Based Organizations
- Healthcare
- Media
- Municipal Government



Project Accomplishments



Throughout June and September, the weekly farmer's market had more than 3,200 visitors, including the Trenton mayor. The farmer's market gave the community an accessible and affordable space to purchase healthy foods.

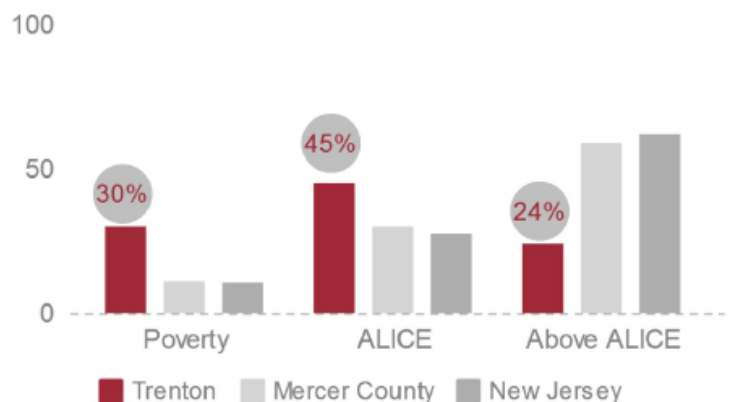


Over \$1,000 in incentives were distributed to increase accessibility for SNAP, EBT and WIC recipients through programs such as Greenwood Green Program and City Green's Good Food Bucks Program with Wholesome Wave.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

Grow it Green Morristown

Morristown

During 2015, Grow it Green Morristown conducted food environment audits, created community gardens and conducted a community assessment (i.e., walkability, bike-ability, safe parks, and sidewalk audits) to increase access to healthy eating and active living in Morristown. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating partners included those from the following sectors:

- Community-Based Non-Profits
- Municipal Government
- Other



Project Accomplishments



Grow It Green Morristown leveraged additional resources to support its community garden. This included a \$2,500 grant from the North Central Jersey Association of Realtors, to support rebuilding efforts at the Early Street Community Garden as well as funding to purchase a composting toilet from Craig Newmark, founder of Craigslist.

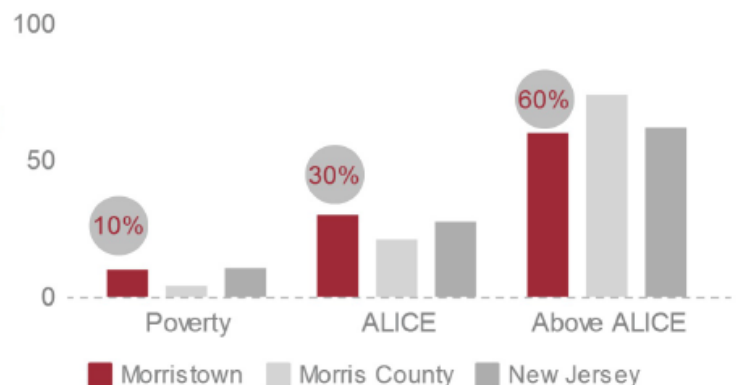


Through its collaborating partners, the grantee collected information from residents about their views of space for growing produce. Community gardens were expanded after learning that residents would like to grow their own food, but lack the space to do so.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

Healthier Somerset

Somerset County

During 2015, Healthier Somerset adopted and implemented Complete Streets policies and worked to develop farmer's markets to increase access to healthy eating and active living in Somerset County. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating Partners included those from the following sectors:

- Businesses
- Colleges/Universities
- Community-Based Non-Profits
- County Government
- Faith-Based Organizations
- Healthcare
- Municipal Government



Project Accomplishments



Six nutrition seminars took place that taught residents about easy and inexpensive ways to make healthier foods. Over 100 children and adults attended. Each family received a voucher for the farmer's market.

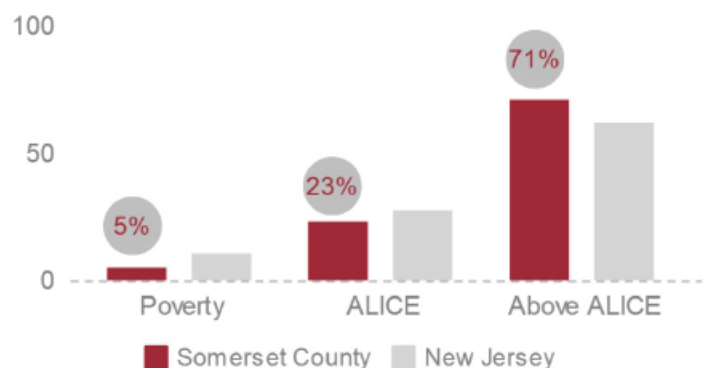


Three municipalities adopted a Complete Streets policy to enable safe access for all users, including pedestrians, bicyclists, and motorists of all ages. The three municipalities also received bike racks to encourage active transportation in their community.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



* Due to the project being implemented across the county, only ALICE information for the county is shown.
Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

Hunterdon County YMCA

Flemington

During 2015, the Hunterdon County YMCA enhanced places for physical activity and worked to develop farmer's markets to promote healthy eating and active living in Flemington. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating Partners included those from the following sectors:

- Businesses
- Community-Based Non-Profits
- County Government
- Faith-Based Organizations



Project Accomplishments



The produce distribution site served 70 individuals and 25 families who were unable to access healthy and affordable food. An additional distribution site was added to reach community members in a walking prayer group.

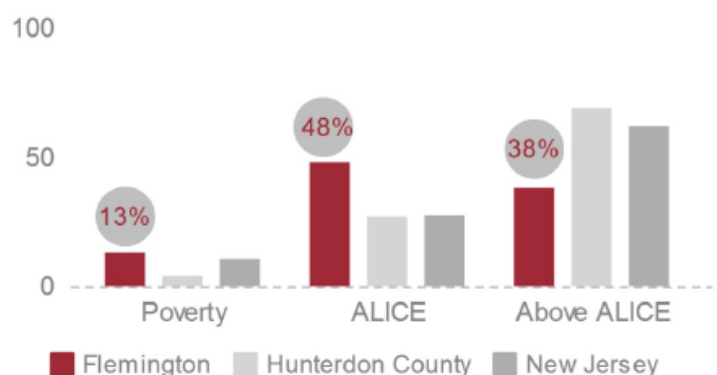


Local agencies and county services made weekly visits to the site and provided community members with information about dental care, health services, child care and access to affordable or free clothing.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

Irvington

Health Department

Irvington

During 2015, the Irvington Health Department developed a Healthy Corner Store/Bodega Initiative that marketed healthy products as well as developed joint use agreements to increase access to healthy eating and active living in Irvington. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating Partners included those from the following sectors:

- Businesses
- Schools



Project Accomplishments



Three corner stores and bodegas located near school and bus terminal locations participated in the Healthy Corner Store Initiative. The stores marketed healthy products and made healthy food more affordable.

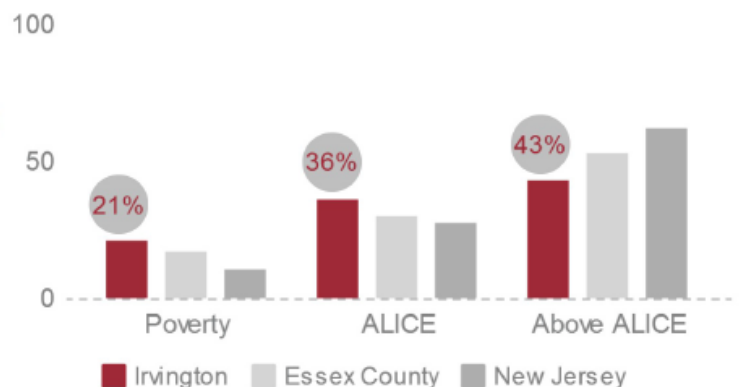


Partnerships with three schools were built; two middle schools and one elementary school. These schools provided a place for children and their parents to be physically active (e.g., playing basketball, Zumba classes).

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

Lincoln Park

Health Department

Lincoln Park

During 2015, the Lincoln Park Health Department conducted a food environment audit and installed community walking paths and bike racks to increase access to healthy eating and active living in Lincoln Park. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating partners included those from the following sectors:

- Businesses
- Colleges/Universities
- Healthcare
- Municipal Government
- Schools



Project Accomplishments



Sixteen local restaurants and food establishments participated in the food environment audit. The audit identified strengths and areas for improvement around serving and selling healthy foods.

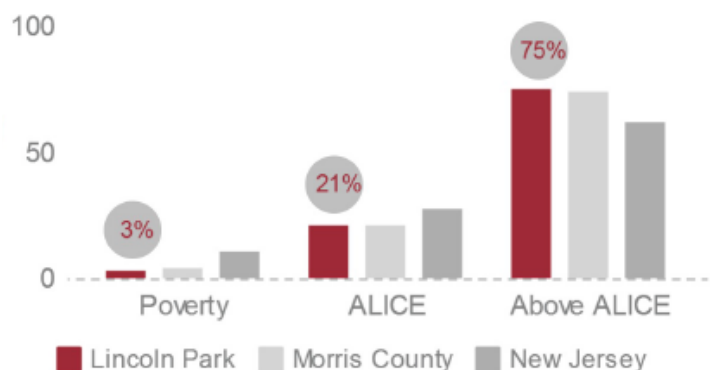


More than 30 residents attended the opening day of a new walking path. Many of these residents were from the Lincoln Park Seniors, a walking group comprised of older adult and youth participants.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

Metro YMCA of the Oranges

East Orange

During 2015, the Metro YMCA of the Oranges created community gardens and enhanced places for physical activity to increase access to healthy eating and active living in East Orange. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating Partners included those from the following sectors:

- Businesses
- Community-Based Non-Profits
- Faith-Based Organizations
- Healthcare
- Municipal Government
- Other
- Volunteers



Project Accomplishments

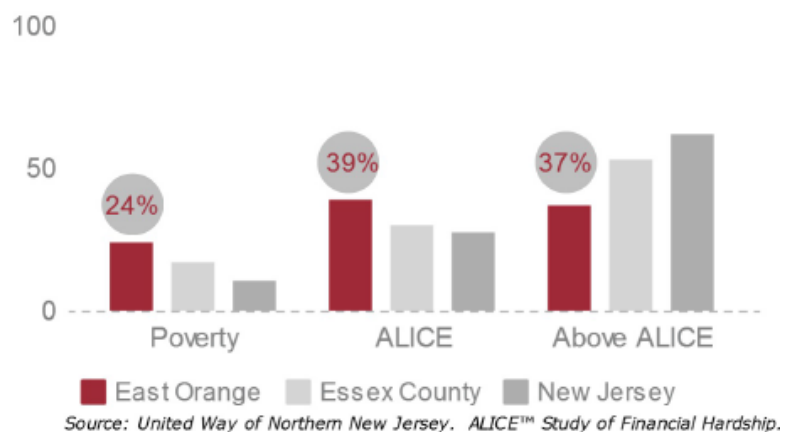


A new community garden was built as a result of the strong support and dedication of the partners. In particular, the East Orange Department of Public Works volunteered to clear the lot for the community garden. The project also received support from the City of East Orange, including volunteers from the local Green Team.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Paterson

Division of Health

Paterson

During 2015, Paterson Division of Health worked to develop farmer's markets and installed community walking paths and bike racks to increase access to healthy eating and active living in Paterson. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating Partners included those from the following sectors:

- Coalitions/Partnerships
- Community-Based Non-Profits
- Early Childhood Education
- Municipal Government
- Schools
- Volunteers



Project Accomplishments



Two additional gardens were established at School #12 and Hillcrest Community Garden. The newly redesigned and renamed John F. Kennedy Spirit Garden was expanded and used by the Green Club at John F. Kennedy High School and by local residents.

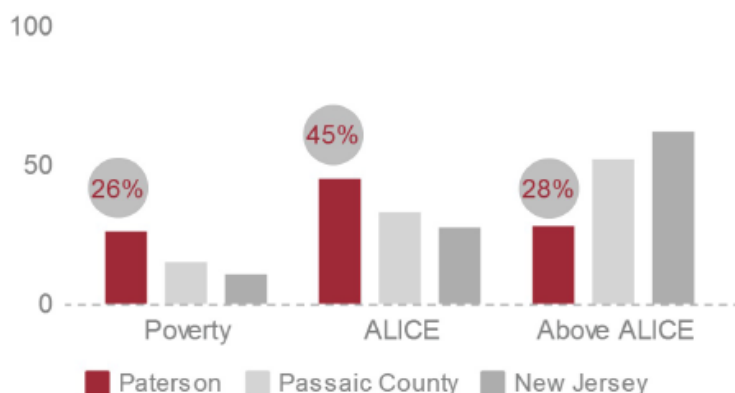


The group was awarded the "Green Your City" Award by City Green at the 6th Annual Greenest Place in Paterson Garden Contest awards ceremony. This award is given to those whose greening and gardening efforts go above and beyond their own garden.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

Raritan Bay Area

YMCA

Perth Amboy

During 2015, Raritan Bay Area YMCA developed farmer's markets and held open play nights to increase access to healthy eating and active living in Perth Amboy. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating partners included those from the following sectors:

- Businesses
- Coalitions/Partnership
- Healthcare
- Media
- Municipal Government
- Schools



Project Accomplishments



A children's community garden was established. Children learned how to grow vegetables, tried new vegetables and shared ways to prepare the vegetables they grew.

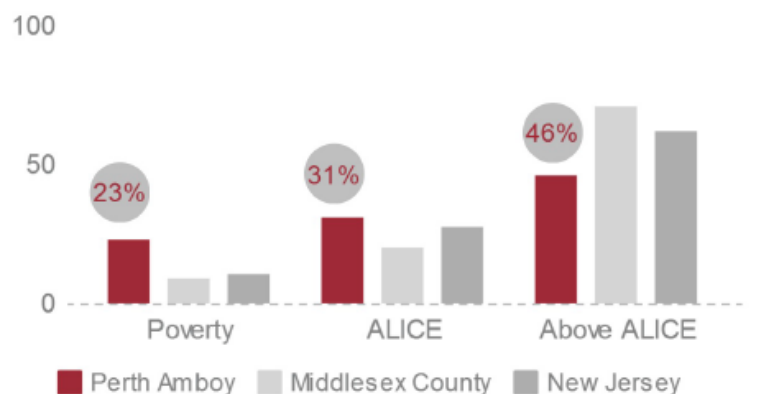


Over 500 teenagers attended weekly teen nights on Saturday nights. The YMCA was open to all teenagers in the area, regardless of membership status. Teenagers had access to the aquatics, gym, fitness and weight rooms.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

Salem County Department of Health and Human Services

Salem County

During 2015, the Salem County Department of Health and Human Services installed community walking paths and bike racks as well as promoted menu labeling to increase access to healthy eating and active living in Salem County. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating partners included those from the following sectors:

- County Government
- Healthcare
- Municipal Government
- Volunteers



Project Accomplishments

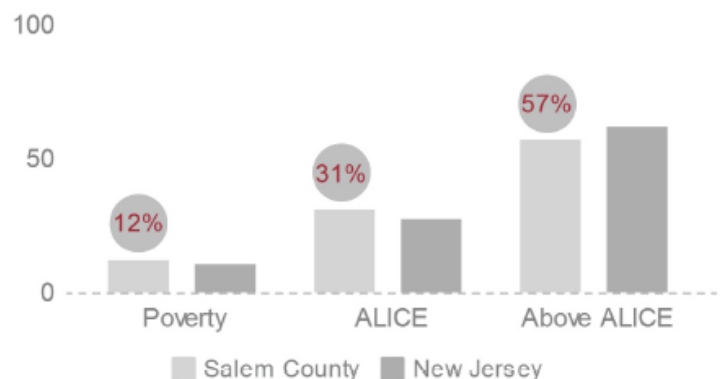


A walking path at the Salem County Recreation Park was expanded to a half mile. This path is compliant with the Americans with Disabilities Act. The expansion resulted in the path now looping around the soccer and softball fields. It now offers two exercise stations, a bike rack and mile marker signs.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



* Due to the project being implemented across the county, only ALICE information for the county is shown.
Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

Sussex County

YMCA

Sussex County

During 2015, the Sussex County YMCA developed a community supported agriculture program and implemented a walking program called Sussex County Walks to increase access to healthy eating and active living in Sussex County. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating partners included those from the following sectors:

- Businesses
- Colleges/Universities
- Community-Based Non-Profits
- Healthcare
- Municipal Government



Project Accomplishments



Three families received fresh produce on a weekly basis through a community supported agriculture program at Willowbrook Farms. The families received fresh produce such as cabbage, sweet peppers, sage, lettuce, snap peas, Swiss chard, radishes and more every week.

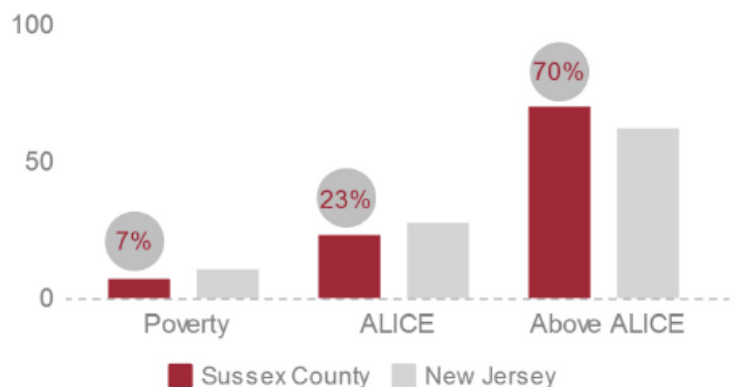


Through a working relationship with the Chamber of Commerce and Rails to Trails, a guide was developed to highlight the walking paths in the county. In Hardyston Township a walking path was enhanced with exercise stops.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

The Summit Conservancy

Summit

During 2015, the Summit Conservancy enhanced locations for physical activity as well as provided informational materials and outreach activities to increase access to healthy eating and active living in Summit. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating Partners included those from the following sectors:

- Businesses
- Coalitions/Partnerships
- Community-Based Non-Profits
- County Government
- Healthcare
- Municipal Government
- Volunteers



Project Accomplishments

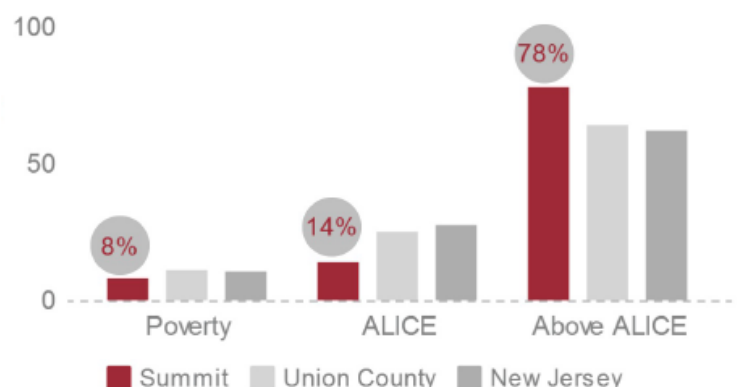


The partners donated over \$4,000 worth of in-kind supplies and materials to support the enhancement of trails. In addition, many groups volunteered their time to work on the trail. These groups included the local Boy Scouts and the Men's Club at the Summit Jewish Community Center. After working on the trail, volunteers and their families returned to walk the trail.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

Township of Maplewood

Maplewood Loves Wellness

Maplewood

During 2015, the Township of Maplewood and Maplewood Loves Wellness improved locations for physical activity to increase access to healthy eating and active living in Maplewood. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating Partners included those from the following sectors:

- Coalitions/Partnership
- Community-Based Non-Profits
- Municipal Government
- Schools



Project Accomplishments

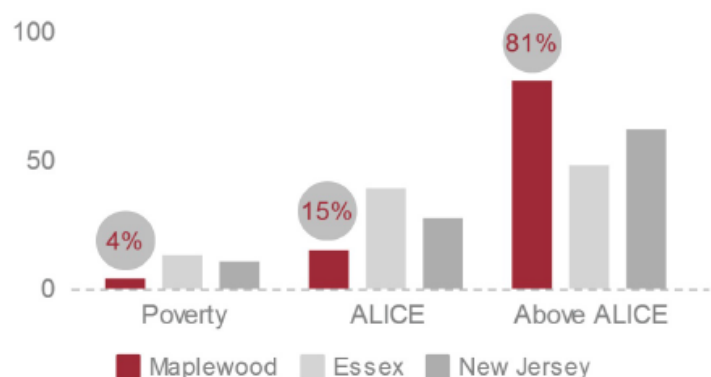


Upgrades to curb ramps and road crossings were completed and made compliant with Americans with Disabilities Act standards. Curb bump-outs at intersections were installed to improve pedestrian safety by reducing crossing distances and physically preventing illegal parking in crosswalks. Bike lanes were designed to reduce speeding by narrowing wide travel lanes.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

Township of Nutley

Department of Public Affairs

Nutley

During 2015, the Township of Nutley Department of Public Affairs installed community walking paths and bike racks as well as created community gardens to increase access to healthy eating and active living in Nutley. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating partners included those from the following sectors:

- Coalitions/Partnerships
- Community-Based Non-Profits
- Municipal Government
- Volunteers



Project Accomplishments

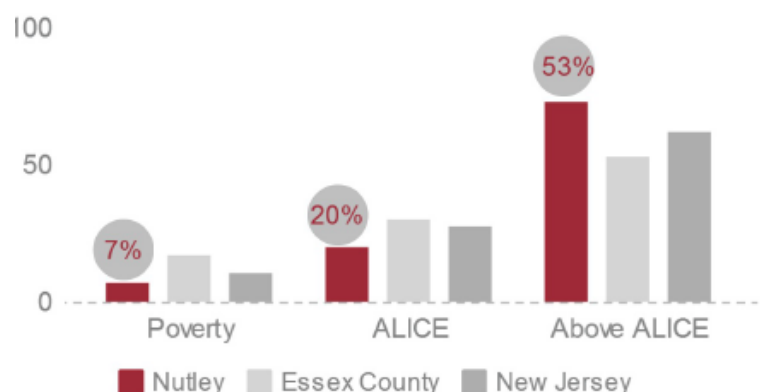


The community garden provided both space to grow produce and the opportunity to build relationships between gardeners. The garden included 12 raised beds and harvested an abundance of vegetables. Master Gardeners and volunteers conducted several educational workshops throughout the season on topics such as composting, rain barrels, canning, grilling and more.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

Tri-State Transportation Campaign

Camden

During 2015, the Tri-State Transportation Campaign created community gardens and conducted a community assessment around walking and biking to increase access to healthy eating and active living in Camden. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating partners included those from the following sectors:

- Businesses
- Coalitions/Partnerships
- Community-Based Non-Profits
- County Government
- Faith-Based Organizations



Project Accomplishments



Partnerships were built with several community organizations to conduct the community assessment. The combined efforts of the partners to conduct the audit received coverage in the Philadelphia Inquirer.

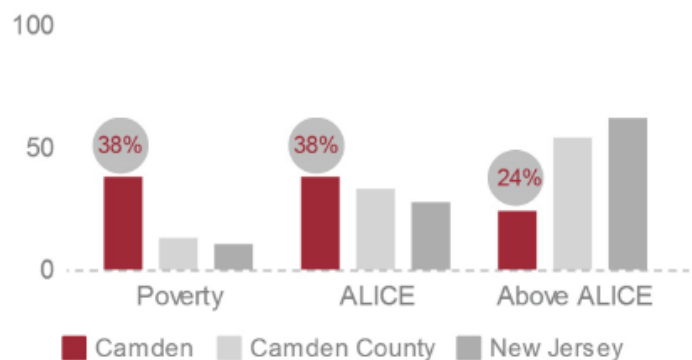


Twenty-five residents and partners conducted a community assessment to observe conditions for walking and bicycling. The assessment focused on ways to connect sidewalks, trails and bike lanes/paths between local parks, schools community gardens and businesses.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

Verona

Department of Health

Verona

During 2015, the Verona Department of Health promoted healthy eating at preschools and completed Safe Routes to School programs to increase access to healthy eating and active living in Verona. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating partners included those from the following sectors:

- Coalitions/Partnerships
- Colleges/Universities
- Municipal Government
- Volunteers



Project Accomplishments



A Safe Routes to School map was created and is available on the township's website. The map includes crossing guard locations and the times they are available, bike rack locations and spaces for physical activity (e.g., hiking trails, walking paths).

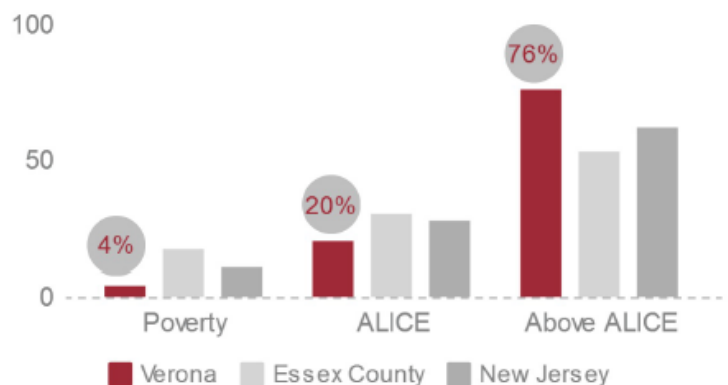


More than 100 preschool children and their parents attended three nutritional presentations, two at the library and one at a school. The presentations included a fruit and vegetable tasting and a healthy snack demonstration.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

Warren County

Department of Health

Warren County

During 2015, the Warren County Department of Health installed community walking paths and bike racks as well as promoted menu labeling, farmer's markets and other efforts to increase access to healthy eating and active living in Warren County. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating partners included those from the following sectors:

- Businesses
- Colleges/Universities
- County Government
- Municipal Government



Project Accomplishments



Six partners collaborated to support the farmer's market. Shoppers received a farmer's market pocket guide that included the address, a pinned location, a list of available produce and a list of vendors that accept government issued vouchers.



Eleven communities within Warren County joined the Mayor's Wellness Challenge. The communities issued proclamations and used mini-grants to promote bike trails, 5k races and health screenings. Bike racks were also installed in several county parks.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Wayne Township Parks and Recreation

Wayne

During 2015, Wayne Township Parks and Recreation provided places for physical activity and conducted a food environment audit to increase access to healthy eating and active living in Wayne. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating Partners included those from the following sectors:

- Businesses
- Colleges/Universities
- Community-Based Non-Profits
- Healthcare
- Municipal Government



Project Accomplishments



A food environment audit was conducted at William Paterson University to identify nutritional gaps that prevent college students from accessing healthy and nutritional foods.

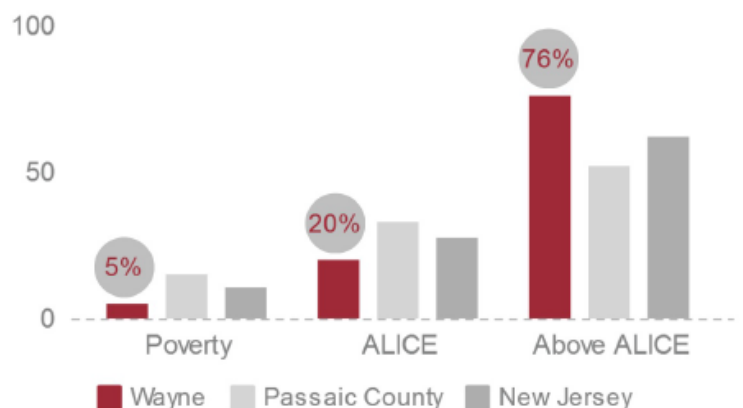


The Red Trail section of High Mountain Park, an existing trailhead entrance, was improved to promote physical activity among residents and William Paterson University students.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

Woodbridge Department of Health and Human Services

Woodbridge

During 2015, the Woodbridge Department of Health and Human Services improved food pantry policies and installed community walking and bike paths to increase access to healthy eating and active living in Woodbridge. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating Partners included those from the following sectors:

- Businesses
- Coalitions/Partnerships
- Colleges/Universities
- Community-Based Non-Profits
- Faith-Based Organizations
- Municipal Government
- Schools
- Volunteers



Project Accomplishments



A Registered Dietitian made 10 visits to the food pantry and provided nutritional education to clients during her visits. The food pantry made a healthy food donation flyer to encourage people to donate healthier food options.

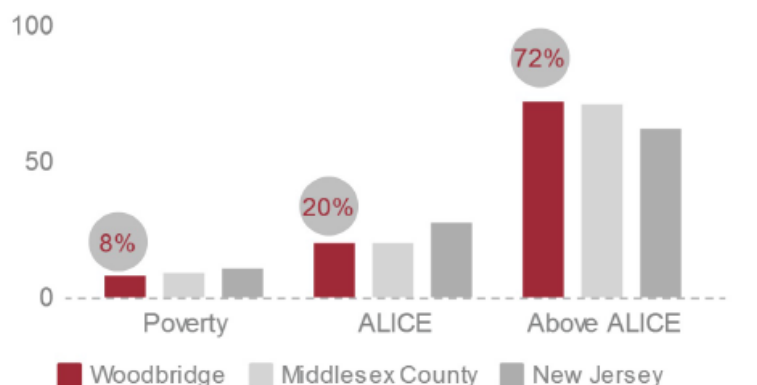


Bike racks were purchased and will be installed around town. A walking assessment identified that youth and adults know of walking paths close to their schools and home.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

Youth Enrollment Services Child Care

New Brunswick

During 2015, the Youth Enrollment Services Child Care Center held open play events and addressed organizational wellness policies to increase access to healthy eating and active living in New Brunswick. This work was made possible through collaborating partners and funding from New Jersey Department of Health, Atlantic Health System, and Partners for Health.

Collaborating partners included those from the following sectors:

- Businesses
- Coalitions/Partnerships
- Colleges/Universities
- Community-Based Non-Profits
- Municipal Government
- Schools



Project Accomplishments

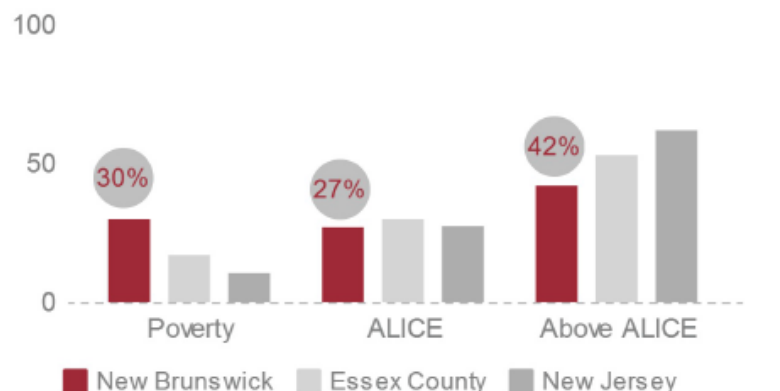


More than 100 individuals from 65 families attended the first Healthy Families, Healthy Community event. Partners, volunteers and staff collaborated to successfully plan and convene the event.

ALICE: Asset Limited, Income Constrained, Employed

A United Way term that represents individuals and families who are working yet unable to afford access to basic necessities such as food, child care, health care and recreational spaces.

Research suggests that ALICE households are more vulnerable to obesity as they often lack access to: healthy, affordable food or time to prepare food, physical activity due to long work hours and recreational spaces and facilities.



Source: United Way of Northern New Jersey. ALICE™ Study of Financial Hardship.

CONCLUDING STATEMENT

The information included in this report is based on the data collected by and made available to CREEHS during the period of January through December 2015. The one-page summaries offer a brief snapshot of the grantee organization, the project completed and one or two accomplishments as determined from data compiled for the evaluation of the 2015 *ShapingNJ* Healthy Communities Grant Project. Given the projects funded take time and do not necessarily stop when the grant period ends, it is possible that additional accomplishments occurred after the evaluation period ended and may not be included in this report.

The overall findings from the evaluation support the catalytic nature of small grant initiatives.⁶ When grantees achieve “small wins” and make progress toward changing or change their community, they gain community buy-in and additional partners. This can lead to additional projects and resources. Moreover, when grantee organizations link their projects with broader community improvement initiatives and work with a diverse network of partners, they are better able to catalyze additional projects to improve their community.^{6,7}

6 Hartwig KA, Bobbit-Cooke M, Zaharek, MM, Nappi S, Wykoff RF, Katz DL. The value of microgrants for community-based health promotion: two models for practice and policy. *Journal of Public Health Management and Practice* 2006; 12(1): 90-96.

7 Schmidt M, Ploch T, Harting J, Klazinga NS and Stronks K. Micro grants as a stimulus for community action in residential health programmes: a case study. *Health Promotion International* 2009; 24(3): 234-242.